

Rep Order# 8882978 Ver# 1 Status New Traffic Order#
EC'd No

65130

Printed: 10/15/2012 11:12 AM
Last Received: 10/15/2012 10:52 AM
Showing Baylines: All Lines

1 of 3

Station KIVX-TV SALT LAKE CITY
Advertiser () CENTER FORWARD
Product CENTER FORWARD
Estimate# 2072
Buyer Spencer Wood
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 96102/2072
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm () WASHINGTON
Sales Office () JAN FOX
Salesperson () JAN FOX
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-263

— CONTRACT COMMENT —

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

— REMARKS —

NEW ORDER PLS CONFIRM
FLIGHT DATES ARE 10/16-1022

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total cost	Daypart
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1	TU-F	6A-630A		GOOD MORNING UTAH-6AM	P1	:30	\$250.00	10/16-10/19	3	1	3	\$750.00
2	SU	6A-7A		GOOD MORNING AMERICA SUNDAY	P1	:30	\$175.00	10/21-10/21	1	1	1	\$175.00
3	TU-F	630A-7A		GOOD MORNING UTAH-630AM	P1	:30	\$250.00	10/16-10/19	3	1	3	\$750.00
4	TU-F	11A-12P		THE VIEW	P1	:30	\$300.00	10/16-10/19	2	1	2	\$600.00
5	TU-F	1P-2P		GENERAL HOSPITAL	P1	:30	\$200.00	10/16-10/19	4	1	4	\$800.00
6	TU-F	2P-3P		ANDERSON COOPER	P1	:30	\$400.00	10/16-10/19	1	1	1	\$400.00
7	TU-F	3P-4P		ELLEN	P1	:30	\$400.00	10/16-10/19	4	1	4	\$1,600.00
8	TU-F	430P-5P		ABC4 NEWS @ 430P	P1	:30	\$400.00	10/16-10/19	1	1	1	\$400.00
9	SA	5P-530P		ABC4 NEWS-5P SAT	P2	:30	\$400.00	10/20-10/20	1	1	1	\$400.00
10	SU	5P-530P		NASCAR SPRINT: CHARLOTTE	P1	:30	\$750.00	10/20-10/20	1	1	1	\$750.00

16-SFB P3 Open with 2nd new part

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3 of 3

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3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1P2/E 96/102/2072
Flight Dates 10/16/2012 - 10/22/2012
Hiatns Weeks

Rep Firm () WASHINGTON
Sales Office () JAN FOX
Salesperson ()
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

Books null
Demos RA35+

Rep Order# 8882978 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 65730
Printed: 10/15/2012 12:39 PM
Last Received: 10/15/2012 12:33 PM

Showing Baylines: All Rep Revised Lines
OCT 15 2012

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Station KIVX-TV SALT LAKE CITY
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Agency C/P1/P2/E 96/102/2072
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Salesperson Phone# 202-872-5880
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-- CONTRACT COMMENT --

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-- REMARKS --

CANCL LN 11 ADD 20

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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*11	SA	5P-930P	NASCAR SPRINT: CHARLOTTE	Sales Remark: V3 CANCL NO NASCAR	:30	\$750.00	10/20-10/20	0	0	0	\$0.00	
				V3 Comment Changed, Spots/week Changed								
*20	SA	10A-5P	BuyLine Comment: COLLEGE FBALL ROTATOR	Sales Remark: V3 MKG FOR LN 11	:30	\$750.00	10/20-10/20	1	1	1	\$750.00	
				V3 Added								

--REPORT TOTALS--
Report Totals: 1 / \$750.00

--SALES MONTHLY TOTALS--

Oct 12: 34 / \$17,725.00
Sales Totals: 34 / \$17,725.00
Station Totals: 34 / \$17,725.00
Lines not sent/rclcd/rtrn: 0 / \$0.00

--COMPETITIVE--
Market Totals \$72,942

KAZG 0%

KAZZ 0%

KPNZ 0%

KSL 30%

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ECD	Yes					Last Received:	10/15/2012 12:33 PM	

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WASHINGTON, DC 20007

Agency C/P1/P2/E
Flight Dates 9/6/102/2072
Hiatus Weeks

KSTU 5%
NTVX 0%

KTVX 24%
KUCW 2%

KUFK 0%
KUTV 30%

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Books null
Demos RA35+